

WILL BE HERE TUESDAY

Yes, one thousand sets of Everybody's Cyclopedia are speeding on their way to Richmond. They will be here Tuesday, ready for distribution! A wire was received last night saying that 1,000 sets of these \$12.00 books are on the way. Come on---get yours---there is no longer cause for waiting. Clip the coupons---be sure to get in line. Remember, too, that as soon as these first thousand are gone, others will be coming---until the complimentary sets are all gone, then it will be too late. Come Tuesday.

EVERYBODY'S CYCLOPEDIA

THIS
\$12

SET OF
MODERN
REFERENCE
BOOKS
CONTAINS
JUST
WHAT YOU
WANT TO
KNOW

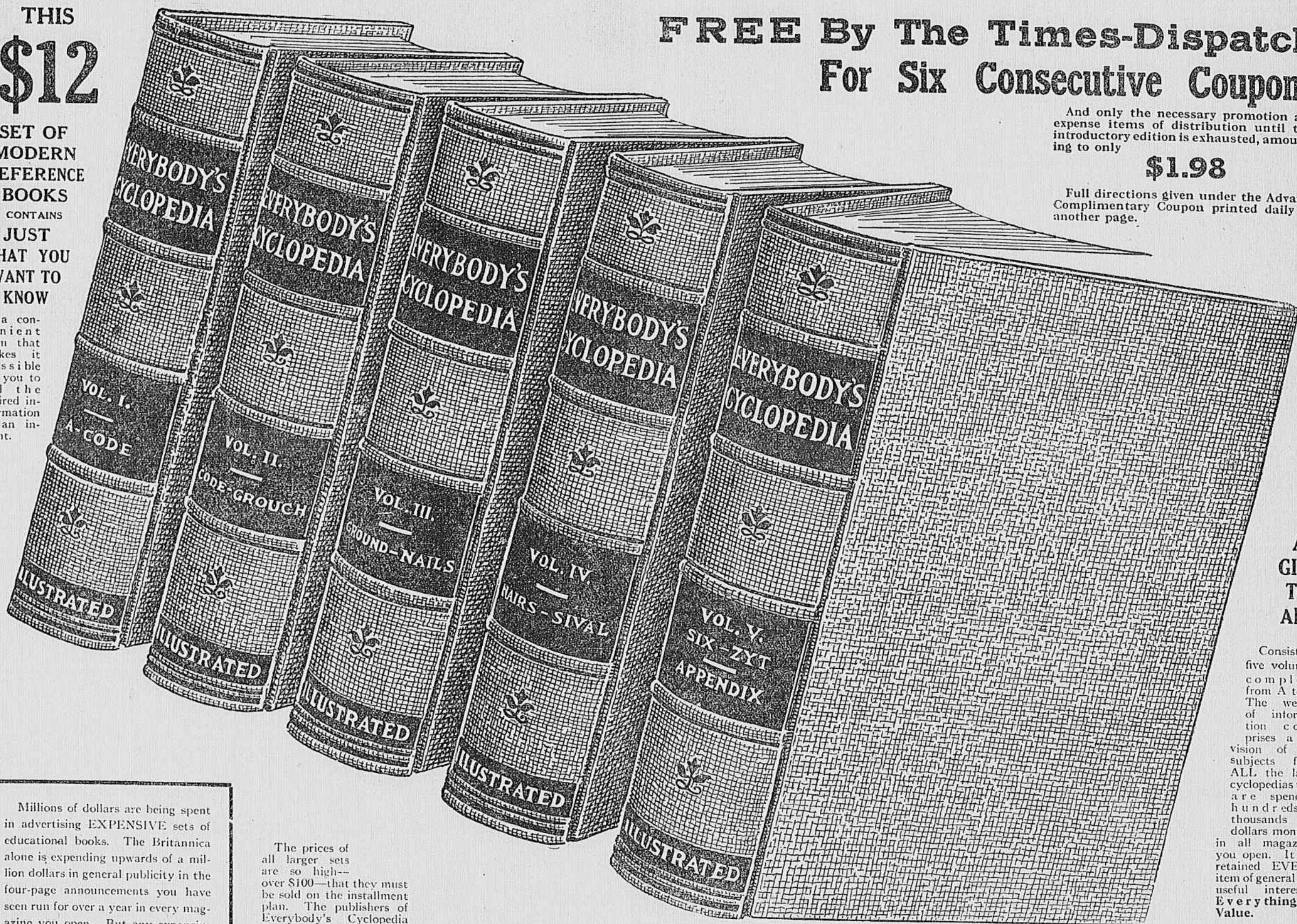
in a convenient
form that
makes it
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find the
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in an instant.

FREE By The Times-Dispatch
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And only the necessary promotion and
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Consists of
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The wealth
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tion com-
prises a re-
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subjects from
ALL the large
cyclopedias that
are spending
hundreds of
thousands of
dollars monthly
in all magazines
you open. It has
retained EVERY
item of general and
useful interest--
Everything of
Value.

Millions of dollars are being spent
in advertising EXPENSIVE sets of
educational books. The Britannica
alone is expending upwards of a mil-
lion dollars in general publicity in the
four-page announcements you have
seen run for over a year in every mag-
azine you open. But any expensive
set is large and unhandy; they are
made up of ten, or twenty, or more
books; they are heavy and unwieldy.

The prices of
all larger sets
are so high--
over \$100--that they must
be sold on the installment
plan. The publishers of
Everybody's Cyclopedia
took advantage of all these
facts, and from a revision of ALL these various large
and good cyclopedias, they have compiled all that
is good--all that is necessary--and have merely
eliminated or condensed that which would be of
interest to a specialist or a technical student.

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You Get the Complete
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THE \$12 SET--JUST AS IT LOOKS--Bound in English Cloth

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This FEATHER WEIGHT edition; only FIVE volumes; contains
ALL important cyclopedic FACTS; every ready and HANDY to use;
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publicity campaign is finished.

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For the boy at school; for the girl at school; for the young man or
young woman out of school; for the older members of the family--in
fact, for ALL who desire to PROGRESS, this USEFUL set of books
means SUCCESS. It is KNOWLEDGE that causes the wheels to
revolve; it is EDUCATION that leads to ADVANCEMENT. This
HANDY reference work is your STOREHOUSE of KNOWLEDGE--
it is the means of EDUCATION for your children--it is the ever-
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